## Course Syllabus

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|---|---|
| **Code - Course Title** | **TİC108 - E-Commerce** |
| **Course Type** | IV. SEMESTER |
| **Laboratory + Practice** | 1+1 |
| **ECTS** | **3.0** |
| **Language of Instruction** | Türkçe |
| **Course Type** | Required Courses |
| **Course Instructor(s)** | ÖĞR. GÖR. DR. HAYRİ BARUTCA |

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| **Mode of Delivery** | Face to face |
| **Place of Delivery** | On Campus |
| **Used Educational Platforms** | Face-to-face |
| **Prerequisites** | There is no prerequisite and co-requisite for this course. |
| **Courses Recomended** | • Principles of Marketing / Basic Marketing• General Business• Introduction to International Trade and Logistics• Basic Information Technologies / Information Technology |
| **Recommended Resources** | Electronic Commerce (Required text), E-Commerce and Marketing on the Internet, Prof. Dr. Necdet Timur, Detay Yayıncılık, Digital Marketing and E-Commerce, Uğur Özmen (Recommended texts). |
| **Work Placement** | Not Applicable |
| **Aims of the Course** | The objective is to convey the conceptual and practical aspects of new-generation trade dynamics, which are transforming in line with the digitizing global economy and communication technologies. The course aims to introduce students to the fundamental business models of e-commerce (B2B, B2C, etc.) and provide them with the ability to analyze digital marketing, e-logistics, electronic payment systems, and cybersecurity infrastructures; thereby ensuring that students become a qualified workforce capable of developing effective e-commerce strategies and managing operational processes in their professional careers or their own entrepreneurial ventures. |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 1** | | Knowledge Economy and E-Commerce | |
| **Week - 2** | | Knowledge Economy and E-Commerce | |
| **Week - 3** | | E-Commerce Infrastructure | |
| **Week - 4** | | E-Commerce Infrastructure | |
| **Week - 5** | | Security In E-Commerce | |
| **Week - 6** | | Security in E-Commerce | |
| **Week - 7** | | E-Marketing | |

## Course Syllabus

| Weeks | Learning Outcomes | Topics | Teaching Methods |
|---|---|---|---|
| **Week - 8** | | E-Marketing | |
| **Week - 9** | | E-Commerce and Legal Regulations | |
| **Week - 10** | | E-Commerce and Legal Regulations | |
| **Week - 11** | | E-Commerce and Taxations | |
| **Week - 12** | | E-Commerce and Taxations | |
| **Week - 13** | | E-Commerce and Logistics | |
| **Week - 14** | | E-Commerce and Information Systems | |

## Learning Outcomes

| # | Learning Outcome |
|---|---|
| **1** | Explains the importance of the knowledge economy. |
| **2** | Explains e-commerce and internet connection. |
| **3** | Explains the concept of security in e-commerce. |
| **4** | Explains e-marketing concept and e-commerce concept. |
| **5** | Describes legal arrangements related to e-commerce. |
| **6** | Explains the concept of taxation in e-commerce. |

## Sustainable Development Goals

✓ End Poverty ✓ No more hunger ✓ Health and Quality of Life ✓ Reducing Inequalities ✓ Responsible Production and Consumption

## Course Theme

✓ Economics, Finance and Management ✓ Entrepreneurship ✓ Law, Ethics and Regulations ✓ Communication Technologies and the IoT ✓ Logistics and Supply Chain ✓ Media, Design and Creative Arts ✓ Sustainability and Green Energy ✓ Society, Law and Communication ✓ Data Science ✓ Innovation Skills

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Teorik Derse Katılım | 0 | 0 | 0 |
| Sınıf Dışı Çalışma (Ön Hazırlık & Pekiştirme Amaçlı) | 0 | 0 | 0 |
| Ödevler | 0 | 0 | 0 |
| Proje - Rapor - Sunum Hazırlama | 0 | 0 | 0 |

## AKTS Workload

| Activity | Duration (Hour) | Count | Workload |
|---|---|---|---|
| Ara Sınav Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Final Sınavı Hazırlığı (sınav süresi dahil) | 0 | 0 | 0 |
| Uygulama (Laboratuvar, Müzik/Enstrüman Uygulaması, Atölye/Saha Çalışması vb.) | 0 | 0 | 0 |
| Staj Uygulaması | 0 | 0 | 0 |
| | | **Calculated ECTS** | **0** |

## Assessment Method and Passing Requirements

✓ Open-Ended Test ✓ Homework

## Community Service Activity

**External stakeholders collaborated with in community service activities within the course:**
✓ Public institutions and organizations ✓ Non-governmental organizations (NGOs) ✓ Private sector / industrial organizations

**Target audience of the community service activities carried out within the course:**
✓ Youth ✓ Local community / general public ✓ Private sector / industry employees ✓ Students

**Type of community contribution arising from the course:**
✓ Awareness raising ✓ Education and knowledge sharing ✓ Skills development / capacity building ✓ Social solidarity / social support